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“Market Changer”

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## Deliverable 4.5.5

Digital market place with business' assessment tool



Regional Industrial Association – Kardzhali

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**Digital Data Base for Branch Professionals - D.4.5.5 <https://marketplace.ria-kj.com/>**

The object of the activity is the development of regional Marketplace B2B Platform. The main purpose of the e-platform is the development of online marketplace in Kardzhali area, for direct contacts and deals, in the field of Rural Development and Agri-food products and services.

**Scope: Development and maintenance of a Digital market place with business' assessment tool**

The digital database should contain at least the following functionalities and type of information:

**Functionality:**

- Options for automatic or manual approval of registration, based on the assigned role;
- Unlimited number of registration roles (options to adjust and add roles);
- Have the option for multiple buyers per account (subaccounts);
- Have a more expanded range of custom registration fields;
- To enter wholesale prices for different quantities (different prices for the same product) for each individual group on the product page;
- Have a multi-level pricing table on the product page;
- Ability to define minimum and maximum order rules, and free shipping;
- Ability for unlimited number of user groups;
- Option to make products visible (hide products) by groups, categories or users;
- Wholesale order form available;
- Quote request functionality available;
- Different payment methods are possible;
- Different delivery methods are possible;
- Possibility of wholesale pricing per user;
- Ability to add custom taxes and fees;
- To use a dynamic rule for the discount amount and discount percentage;
- Ability to send email notifications for different steps in the process;
- Private store functionality available (hide/lock prices and store);
- Conversations and messaging between store and shoppers;
- Rating system (review);
- Compatibility with marketplace plugins.

The interface should be simple and guiding and include at least the following menus:

Main page

Login

Search

Categories/Products

Main categories/products

Single product page;

Internal pages;

Best selling products

Latest listings (products)

Special Offers

Basket

Access: the digital platform must have at least the following roles/accesses secured via WEB:

Administrator

Editor

Merchant

Client

Guest/Public

Result: Developed and maintained within the project a Digital market place with business' assessment tool.

**The objectives of the platform are:**

**Facilitating Transactions:** Enable businesses to showcase their products or services on a digital platform and facilitate transactions between buyers and sellers.

**Increasing Visibility:** Provide businesses with increased visibility and exposure to a wider audience of potential customers through the digital marketplace.

**Enhancing User Experience:** Offer a user-friendly interface for both businesses and consumers to navigate the marketplace easily, search for products/services, and complete transactions seamlessly.

**Business Assessment:** Implement a tool or feature that allows users to assess the credibility, reliability, and quality of businesses listed on the marketplace. This could include ratings, reviews, or certifications provided by previous customers or industry authorities (option).

**Promoting Trust:** Build trust and confidence among users by providing transparent and reliable assessments of businesses, helping consumers make informed decisions about their purchases.

**Improving Business Performance:** Enable businesses to receive feedback and insights from customer assessments, allowing them to identify areas for improvement and enhance their products/services to better meet customer needs.

**Encouraging Competition:** Foster healthy competition among businesses by providing a level playing field for all participants and incentivizing excellence through positive assessments and reviews.

**Ensuring Compliance:** Ensure that businesses listed on the marketplace adhere to relevant regulations and standards, promoting fair competition and protecting consumer rights (option).

**Driving Innovation:** Encourage innovation and creativity among businesses by providing a platform for them to showcase their unique offerings and stand out in the marketplace.

**Generating Value:** Ultimately, the objective is to create value for both businesses and consumers by facilitating efficient transactions, promoting trust and transparency, and fostering a thriving digital marketplace ecosystem.

#### **Users:**

In the Kardzhali region, a digital marketplace with a business assessment tool could be used by various stakeholders for different purposes:

**Local Businesses:** Businesses in Kardzhali can utilize the digital marketplace to showcase their products or services to a wider audience beyond the local region. They can leverage the business assessment tool to build trust and credibility with potential customers, ultimately increasing sales and expanding their customer base.

**CB Regional Businesses:** Businesses in CB Greece – Bulgaria region can use the digital marketplace to showcase their products or services to a wider audience beyond the local region.

They can leverage the business assessment tool to build trust and credibility with potential customers, ultimately increasing sales and expanding their customer base.

**Consumers:** Residents of Kardzhali can use the digital marketplace to discover and purchase products or services from local businesses conveniently online. The business assessment tool provides consumers with insights into the quality and reliability of businesses, helping them make informed purchasing decisions and fostering trust in the local business community.

**Tourism Industry:** The tourism industry in Kardzhali can benefit from the digital marketplace by promoting local attractions, accommodations, and experiences to visitors, related to the native rural and agri-food products. Businesses in the tourism sector can utilize the platform to reach tourists planning trips to the region, while the business assessment tool helps ensure a positive experience for travelers (option).

**Local Government:** The local government in Kardzhali can leverage the digital marketplace to support economic development initiatives and promote entrepreneurship within the region. By encouraging businesses to participate in the marketplace and providing resources to enhance their online presence, the government can stimulate growth in the local economy.

**Entrepreneurs and Startups:** Entrepreneurs and startups in Kardzhali can use the digital marketplace as a platform to launch and grow their businesses. The business assessment tool provides valuable feedback and insights for improving their offerings and building credibility with customers, helping them establish a foothold in the market.

**Community Organizations:** Nonprofit organizations and community groups in Kardzhali can partner with businesses on the digital marketplace to promote local initiatives, events, and causes. They can use the platform to raise awareness, solicit donations, and engage with the community, leveraging the business assessment tool to ensure transparency and accountability in their partnerships.

**Overall, the digital marketplace with a business assessment tool serves as a valuable resource for connecting businesses with customers, promoting economic growth, and fostering a sense of trust and community within the Kardzhali region.**